ServiceNow Demand Management

The IT Challenge

IT executives need to manage and forecast the demand for products and services, ensuring that they are making informed investment decisions driven by key corporate initiatives. But strategic requests for new services, or enhancements to existing services come from a multitude of sources, and are delivered via many channels. This makes it difficult to track, manage and forecast the demand for products and services all in one place. Consequently, many requests fall into a black hole and do not get properly addressed. This results is a communication gap between the business and IT, and limits IT's ability to make informed strategic project decisions. Demand intake is often disconnected from delivery applications, resulting in a lack of traceability between the initial request, project execution, transition to production, and ongoing operations. To make matters worse, it is almost impossible to get a complete view across all portfolios – making it extremely difficult to make, monitor, and validate future investment decisions.

The ServiceNow Solution

ServiceNow® Demand Management is an application that centralizes strategic requests from the business to IT and automates the steps in the investment decision process. This works for new products and services or enhancement and defect repairs to existing products and services. Demand Management enables ideation – generating, developing, and communicating new ideas – to support corporate initiatives to help improve, drive, and grow the business. It provides the ability to assess, track, manage, and accurately forecast demand for products and services. Business requests are initiated from within a service catalog and routed with demand workflow where IT can view resource availability during the delivery period, tie requirements to deliverables, and weigh the risks and impact of each decision or route. Within the workflow, stakeholder information is gathered that can later be leveraged to score or assess each demand using pre-configured or custom fields. The demand scorecards are displayed in configurable bubble charts and demand backlog can easily be viewed with timeline visualizations. Unlike other solutions, ServiceNow provides a single system of record allowing data and processes to be shared all ServiceNow applications. This creates a distinct audit trail and gives IT visibility across al applications for a comprehensive, centralized view of demands and status.

Configurable bubble charts are dynamically updated as demands are created and assessed.

Inform Executive Investment Decisions

Make, monitor, and validate future investment choices based on strategic requests from the business.

Provide Stakeholder Visibility

Ensure stakeholders can track and effectively manage and forecast the demand for products and services.

Integrate into Delivery Applications

Centralize points of entry, build a single system of record, offer automation capabilities and integrate with delivery applications such as ServiceNow Change Management, Agile Development, and Project Portfolio Management.

Automated Stakeholder Register

When a new demand request is submitted, all stakeholders impacted by the demand are automatically populated into the demand stakeholder list, ensuring that the right people validate the associated business cases. Additional stakeholders can be added or removed manually. New stakeholders are automatically associated with the current request and any other requests going forward that use the same assessment criteria. This assessment criteria is based on specific business requirements – using pre-configured or custom fields – that stakeholders then use to evaluate, score, and rank requests to ensure that the business case is complete.

Timeline Visualizations

Timeline visualizations provide a high-level view of an organization's strategic and operational activities over time. The demand backlog is an interactive visualization that shows all current demand. The backlog provides different views and the ability to filter requests by portfolio, or view them as a list. This visualization gives stakeholders and decision makers multiple ways to view the demand within each portfolio to base decisions on the strategic requirements for the business as a whole.

Configurable Bubble Charts

Bubble charts are useful for comparing demand requests based on common metrics such as risk rating, return on investment, and cost. They are dynamically updated as requests

are created and assessed. Records are plotted on the chart so viewers can quickly compare scorecards for each request. In addition, the bubble charts are configurable and provide advanced filtering capabilities to analyze the data set, giving decision makers a comprehensive overview of demand that can be used to compare the relative standing of individual requests.

Connection to the Service Catalog

Most demand management applications exist in either a PPM or an Application Lifecycle Management (ALM) suite requiring select individuals to sign into separate tools to submit requests for new or enhanced services – or submit those requests via email, paper forms, or other means. Not only does this lower adoption considerably, it also creates traceability and compliance issues. The ServiceNow Service Catalog, on the other hand, provides the front door to IT, enabling the business to submit ideas via a centralized location. This also allows IT and requesters to track the status and progress of all demand requests across the enterprise.

Customize How Demand Process is Managed

The ServiceNow Demand Management application provides the ability to build custom metrics and customize the process flows for demand based on individual department needs. The approval process can be activated based on

individual needs. The approval process can be activated based on specific requirements from the business or department so that an approval process is immediately launched should a request fall into a specific category. Alerts and notifications can be set up throughout the process so IT and key stakeholders are informed at each stage. Additionally, ServiceNow Performance Analytics can ensure objectives are being consistently met by providing actionable insight with time-based perspectives of relevant data, key indicators, scorecards, analytics, and drill-downs through a variety of reports and visualization tools.
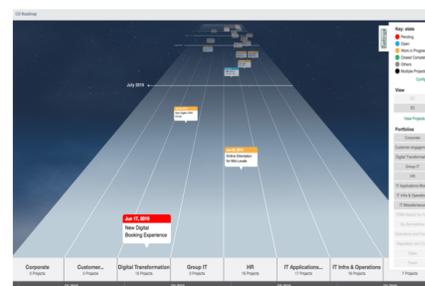
Executive-level timeline visualizations depict current demand backlog

List of demands, ideas, and requests from across the business

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